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PATENT & TRADEMARK OFFICE

FIG. 1

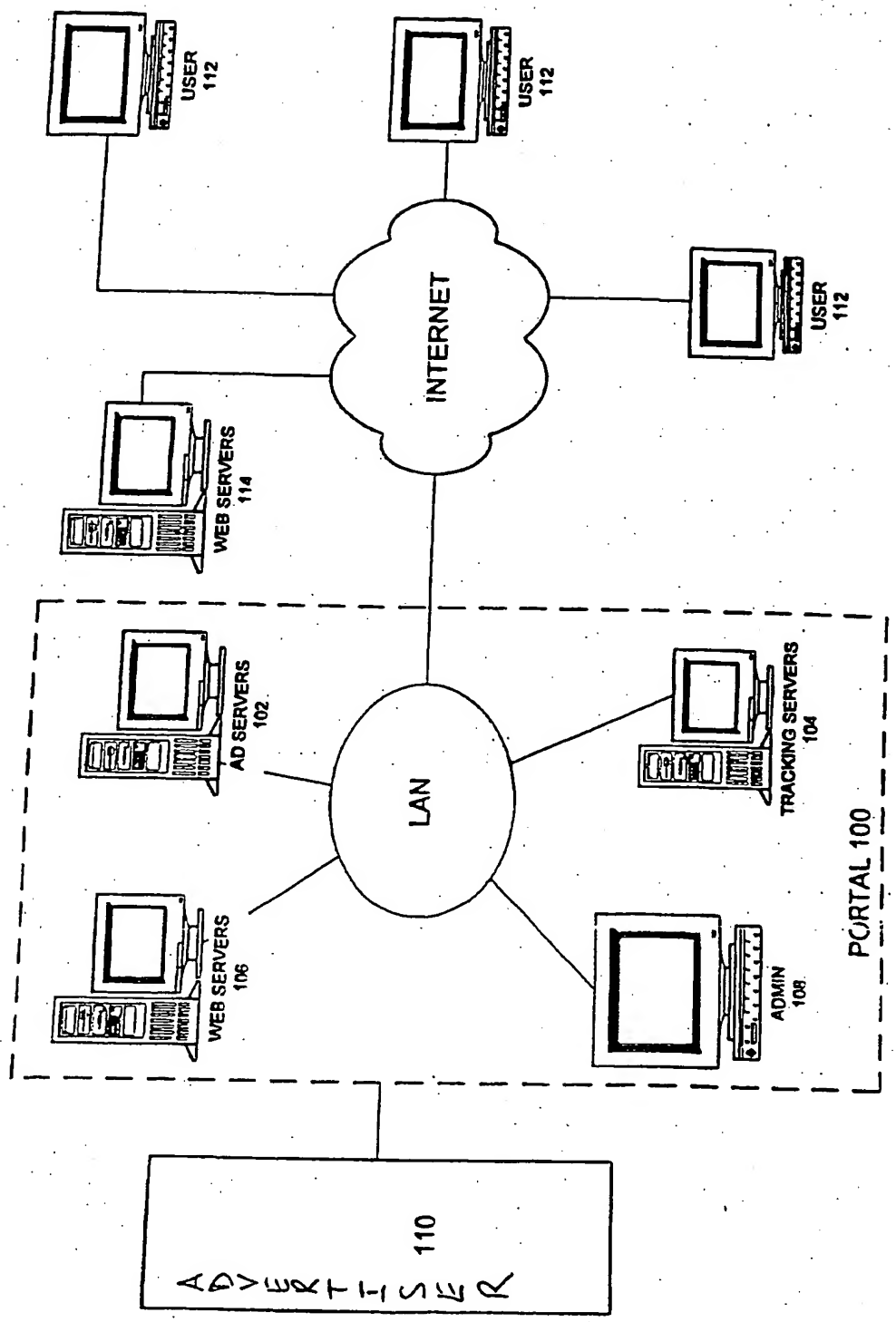


FIG. 2

HTML, JAVASCRIPT, AND FLASH INTERACTION

Query String Variable are declared in HTML
var flashfile = 'http://produce.yahoo.com/lem/conduit/
ad_done.swf?targID=_top&adID='+track+'&ap='+path+'&htmlurl1='+URL1+'";

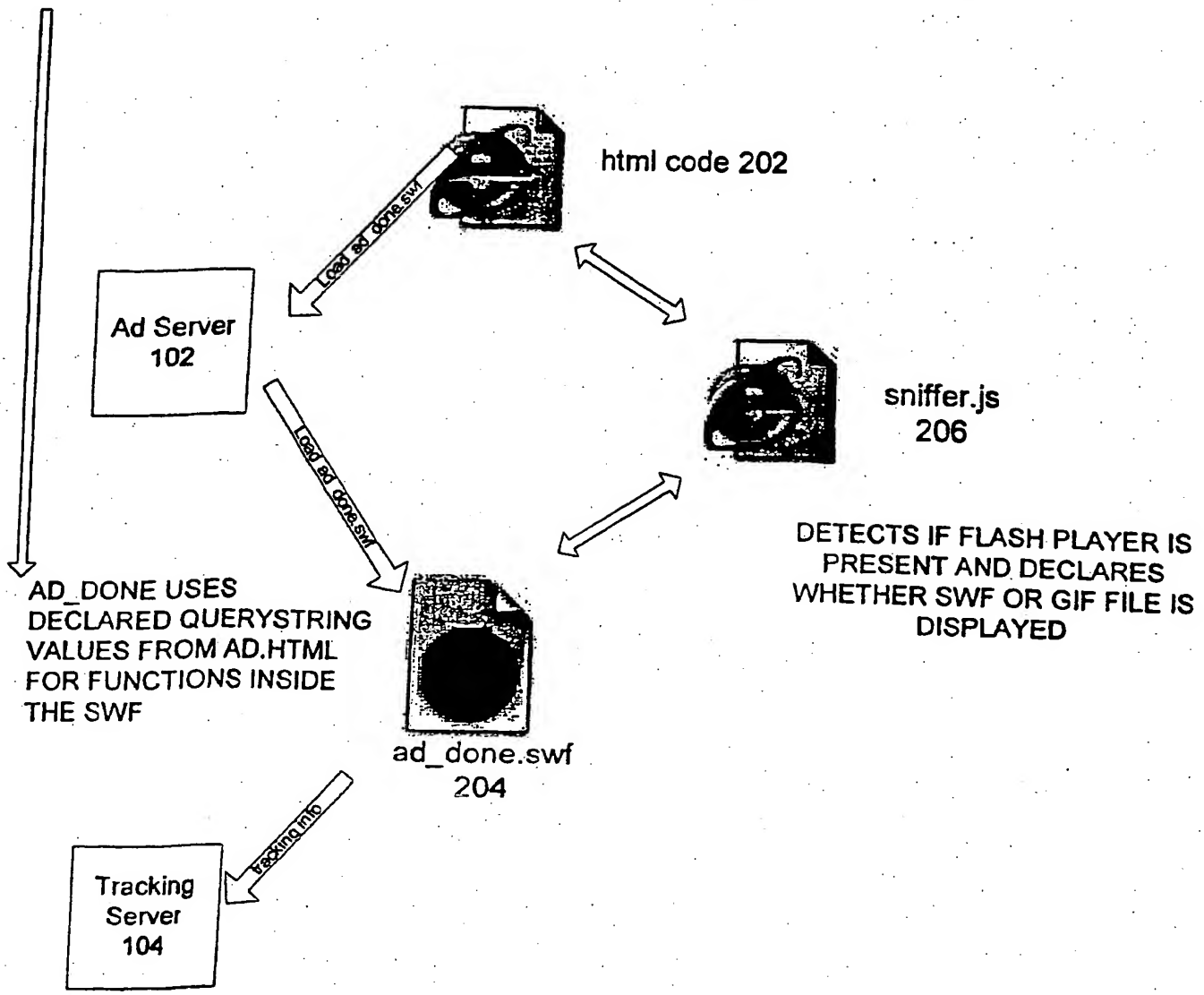


FIG. 3

HTML CODE 202

```
<script language=JavaScript>
var track="http://rd.yahoo.com/%space%";
var path="http://img.yahoo.com/server/path";
var URL1 = "http://www.yahoo.com";
var URL2 = "http://www.advertiser.com";

var flashfile = 'http://produce.yahoo.com/lem/conduit/
  ad_done.swf?targID=_top&adID='+track+'&ap='+path+'&htmlurl1='+URL1+'&htmlurl2='+URL2+";
var altURL = "http://www.yahoo.com/altimageurl";
var altimg  = "http://img.yahoo.com/server/path.gif";
var width = 468;
var height = 60;
</script>
<script language=JavaScript src=http://img.yahoo.com/server/sniffer.js>
</script>
<noscript>
<a href="http://www.yahoo.com/altimageurl" target=_top><img
src="http://http://img.yahoo.com/server/path.gif" width=468 height=60 border=0></a>
</noscript>
```

Variable Descriptions

var track = Unique Tracking Identifier;
var path = The Server path for where the SWF files reside
var URL1 = This is states the First URL for the exit code (htmlurl1 in the ad_input.swf)
var URL2 = This is states the Second URL for the exit code (htmlurl2 in the ad_input.swf)

// You can add multiple var URL# for as many URLS are needed. As long as you state them in the Query string in the var flashfile.

var flashfile = The path of the Inital Flash file that went through the Merge Tool.

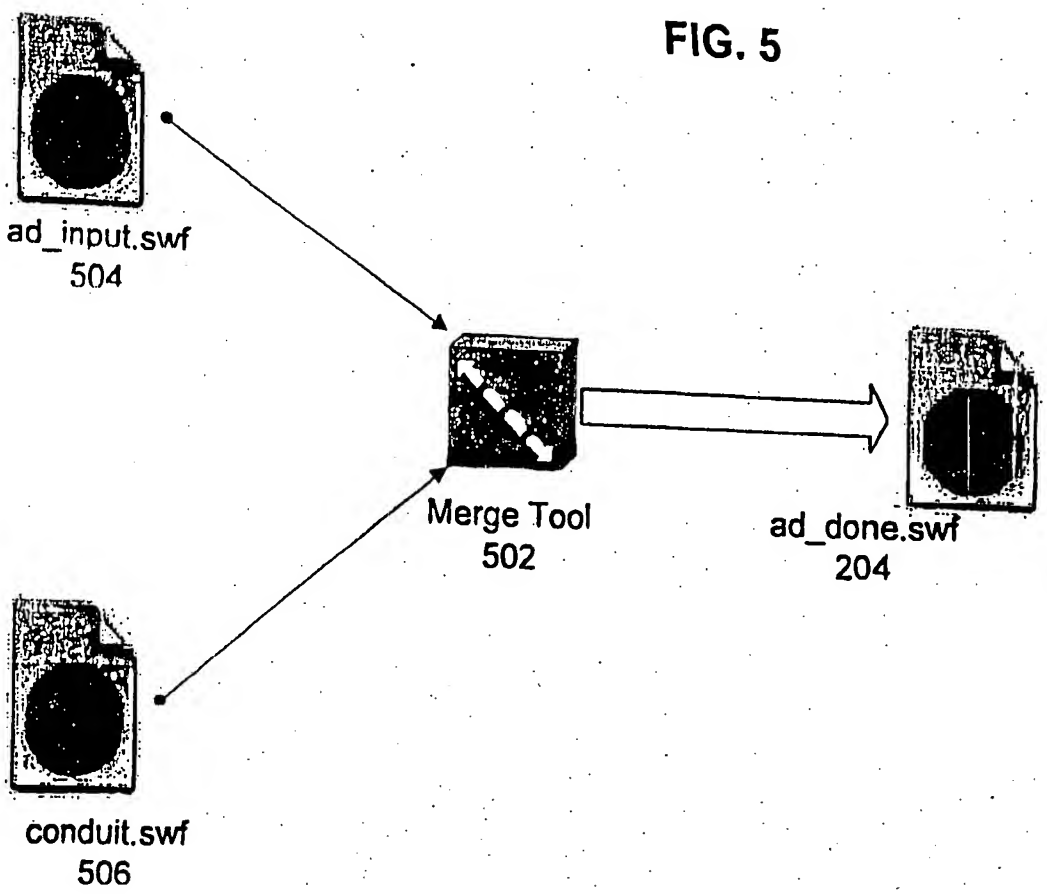
targID=_top Identifies if the url will open in a new window or in the parent window.
adID='+track+' Identifies tracking string.
ap='+path+' Identifies the path of the swf files on the server.
htmlurl1='+URL1+' Identifies URL1 in the query string
htmlurl2='+URL2+"; Identifies URL2 in the query string

var altURL = Identifies the URL for the alternate image
var altimg = Identifies the path for the alternate gif image
var width = Identifies width of the ad unit
var height = Identifies height of the ad unit

FIG. 4

```
var plugin = (navigator.mimeTypes && navigator.mimeTypes["application/x-shockwave-flash"]) ?
navigator.mimeTypes["application/x-shockwave-flash"].enabledPlugin : 0;
if ( plugin ) {
        plugin = parseInt(plugin.description.substring(plugin.description.indexOf(".")-1)) >= 3;
}
else if (navigator.userAgent && navigator.userAgent.indexOf("MSIE")>=0 &&
navigator.userAgent.indexOf("Windows")>=0) {
        document.write('<SCRIPT LANGUAGE=VBScript\> \n');
        document.write('on error resume next \n');
        document.write('plugin = (
IsObject(CreateObject("ShockwaveFlash.ShockwaveFlash.4")))\n');
        document.write('</SCRIPT\> \n');
}
if ( plugin ) {
        document.write('<OBJECT classid="clsid:D27CDB6E-AE6D-11cf-96B8-444553540000"');
        document.write('
codebase="http://download.macromedia.com/pub/shockwave/cabs/flash/swflash.cab#version=4,0,0,0" ');
        document.write(' ID=flash5clickTAG WIDTH='+width+' HEIGHT='+height+'>');
        document.write(' <PARAM NAME=movie VALUE="'+ flashfile +'"><param name=wmode
value=opaque><PARAM NAME=loop VALUE=true><PARAM NAME=quality VALUE=high> ');
        document.write(' <EMBED src="'+ flashfile +'" loop=true wmode=opaque quality=high ');
        document.write(' swLiveConnect=FALSE WIDTH='+width+' HEIGHT='+height+'');
        document.write(' TYPE="application/x-shockwave-flash"
PLUGINSPAGE="http://www.macromedia.com/shockwave/download/index.cgi?P1_Prod_Version=Sh
ockwaveFlash">');
        document.write(' </EMBED>');
        document.write(' </OBJECT>');
} else if (!(navigator.appName && navigator.appName.indexOf("Netscape")>=0 &&
navigator.appVersion.indexOf("2.")>=0)){
        document.write('<A HREF="'+ altURL +'" target="'+target+'"><IMG SRC="'+ altimg +'"
WIDTH='+width+' HEIGHT='+height+' BORDER=0></A>');
}
```

FIG. 5


ad_input.swf
504
Merge Tool
502
ad_done.swf
204
conduit.swf
506

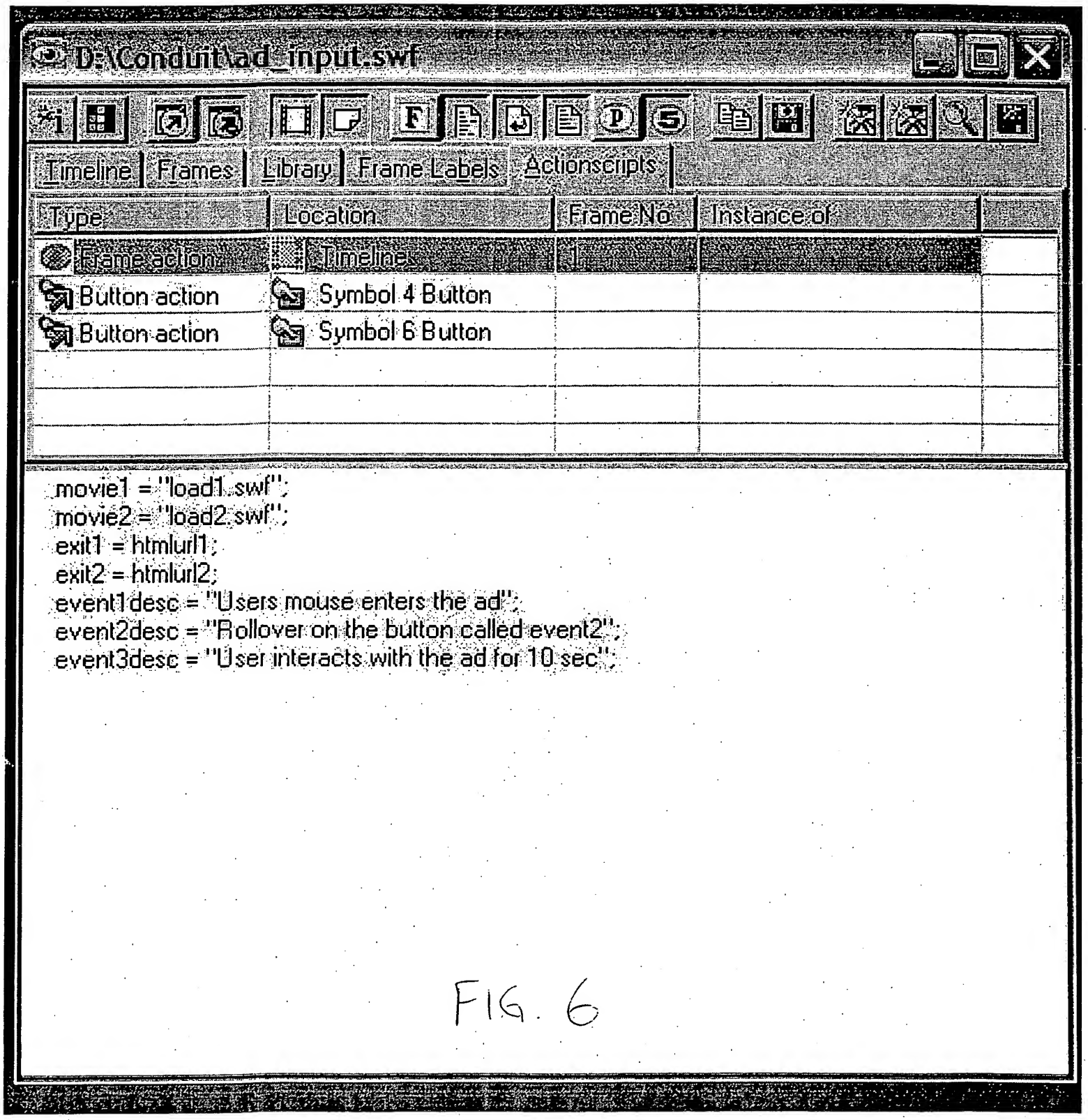
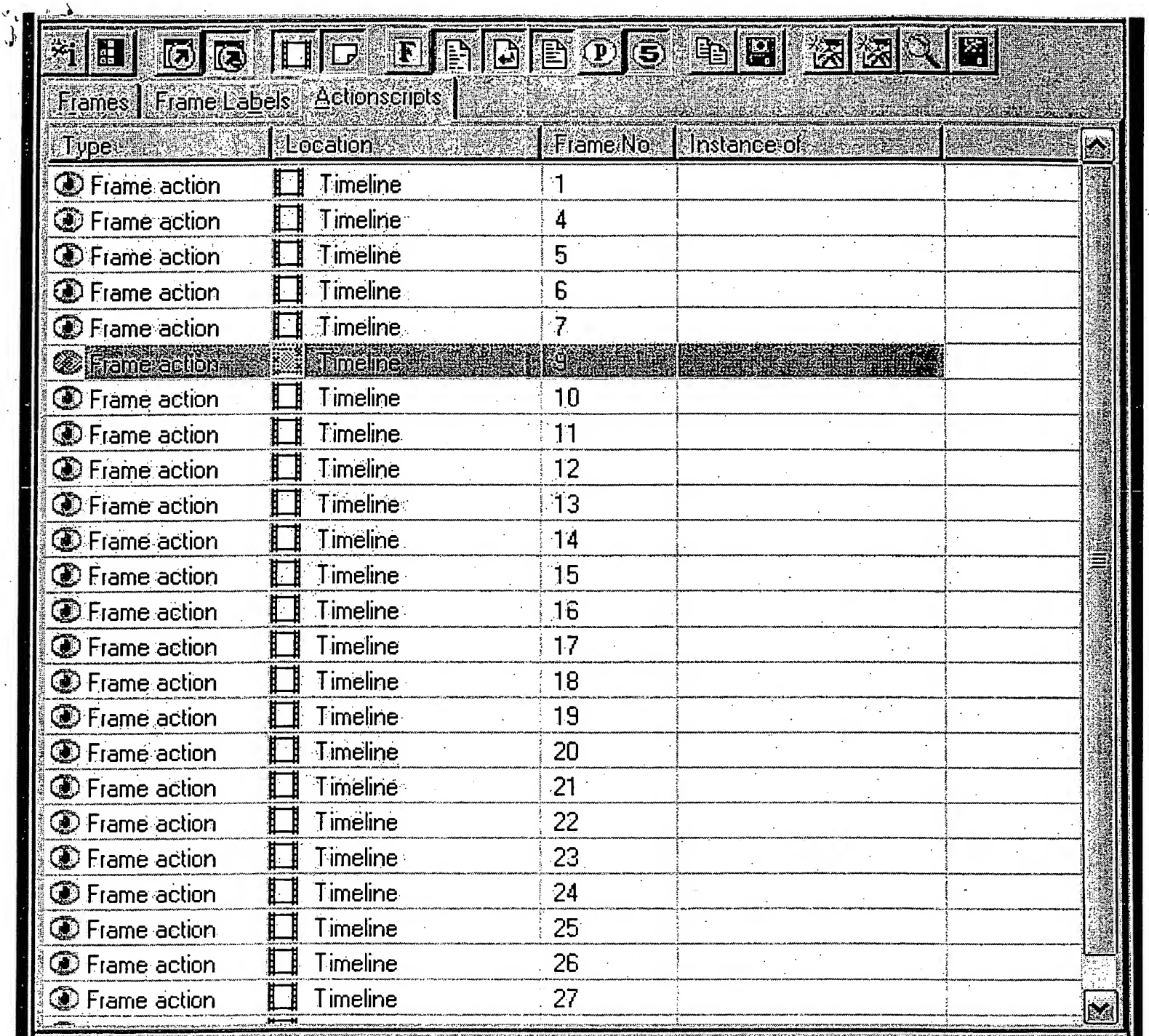
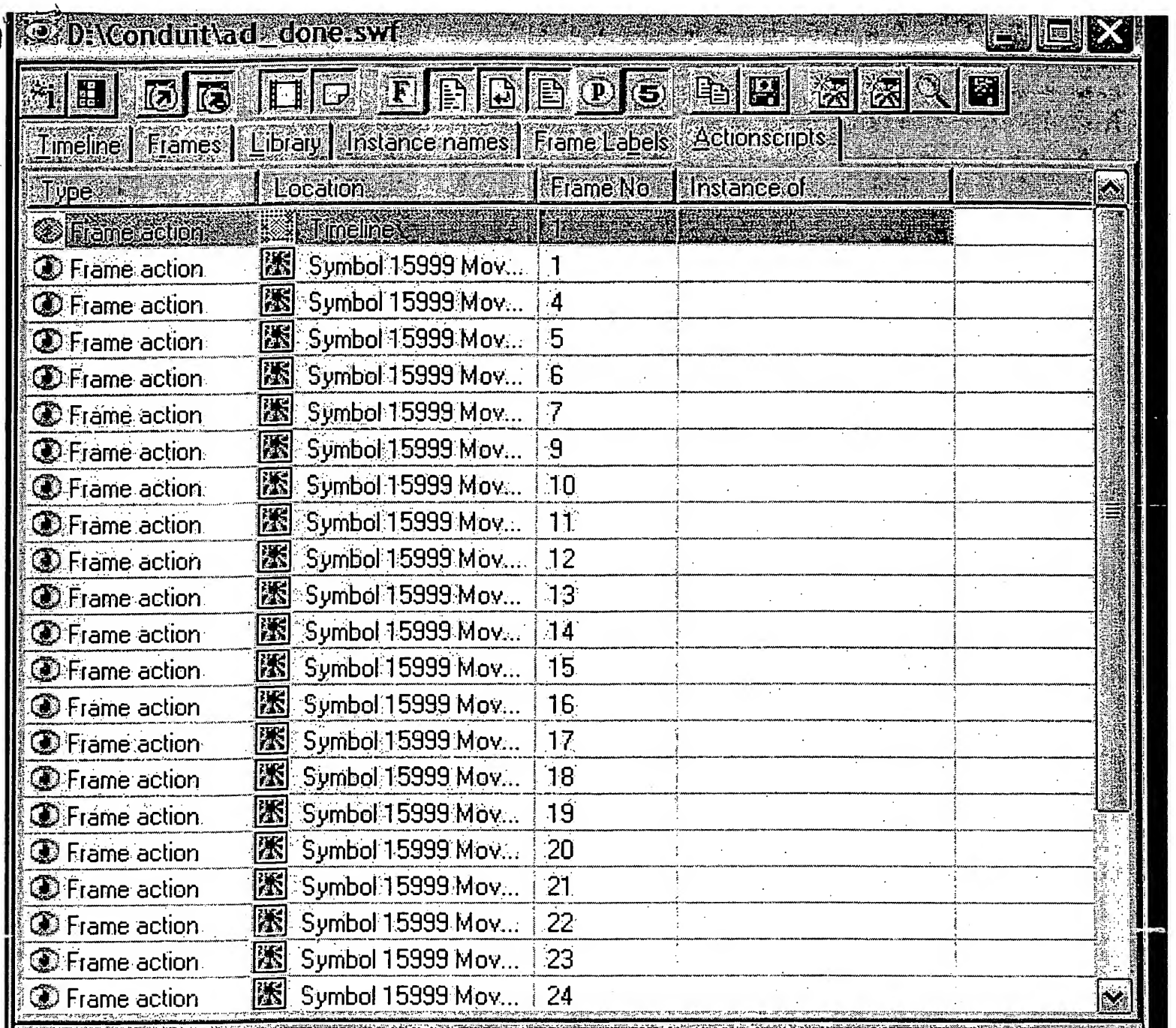

D:\Conduit\ad_input.swf
Timeline
Frames
Library
Frame Labels
Actionscripts
Type
Location
Frame No
Instance of
Frame action
Timeline
1
Button action
Symbol 4 Button
Button action
Symbol 6 Button
movie1 = "load1.swf";
movie2 = "load2.swf";
exit1 = htmlurl1;
exit2 = htmlurl2;
event1desc = "Users mouse enters the ad";
event2desc = "Rollover on the button called event2";
event3desc = "User interacts with the ad for 10 sec";

FIG. 6



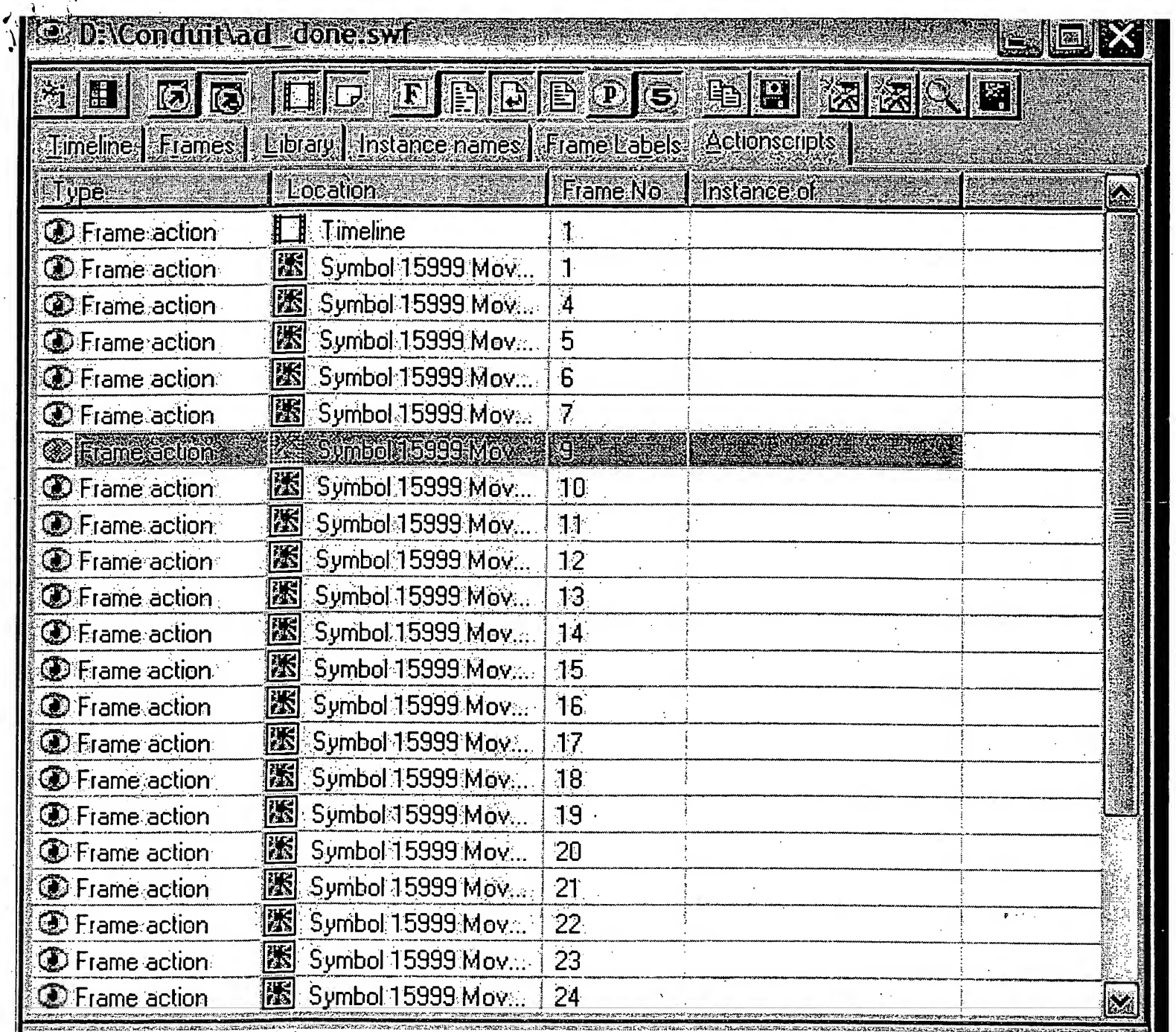

```
trackingCode = _level0/:adID;
targetUrl = _level0/:targID;
redirectURL = (trackingCode add "Unquie Identifier") add _level0/:exit1;
if (targetUrl == "_top") {
    wind = "";
} else {
    wind = ", \"_blank\"";
}
status = redirectURL add wind;
getURL (redirectURL, wind);
```

FIG. 7




```
movie1 = "load1.swf";
movie2 = "load2.swf";
exit1 = htmlurl1;
exit2 = htmlurl2;
event1desc = "Users mouse enters the ad";
event2desc = "Rollover on the button called event2";
event3desc = "User interacts with the ad for 10 sec";
```

FIG. 8




```
trackingCode = _level0/:adID;
targetUrl = _level0/:targID;
redirectURL = (trackingCode add "Unquie Identifier") add _level0/:exit1;
if (targetUrl == "_top") {
    wind = "";
} else {
    wind = ",\"_blank\"";
}
status = redirectURL add wind;
getURL (redirectURL, wind);
```

Fig. 9